

Paul the Professional



I feel like there's information in all of these drawers, and I don't know which drawer to open.

Key Facts

- **Returning to school after several years, still working full time outside of school**
- **Some subject matter knowledge and strong technology skills**
- **Very little time on campus, so all research work is done remotely**

What he needs to do

- Find authoritative articles about different business and legal topics

Pain points

- Figuring out where to start looking
- Getting from citations to full text

How He Uses the Libraries Website

- Starts assignments by using Google and free web resources to understand the topic, then comes to the libraries site looking for scholarly articles
- Looks for easily accessed, specific, factual information from authoritative sources such as major newspapers and business journals.
- Uses online chat to ask for help finding relevant materials

Paul is a 31 year old MBA student at the UW Tacoma campus, where he takes evening classes.

He works full time at Boeing as a systems analyst. His department was recently reorganized, so he's adapting to new professional duties as well as trying to keep up with his classes.

Paul is very familiar with productivity technologies and data analysis. He uses SharePoint sites, Google and commercial database applications all day at work, but he hasn't done academic research in a long time and isn't used to library terminology and systems. He feels frustrated when he visits the libraries website because he knows the information he needs is there and thinks he should be able to find it, but just isn't sure where to look.

School is a big time strain for Paul. He needs to complete his course requirements efficiently and often works on assignments as he's traveling for his job. He uses a blackberry to keep track of his work and school schedule, and always has a laptop with him that he uses for both work and school. His classmates also use a wiki to share links and write papers with his classmates.

Because he's sharing the cost of tuition with his employer, Paul has to keep up a minimum grade point average. But aside from his grades, he also takes his education seriously and wants to learn the material because he knows it will have a long term impact on his career.

